

**PARLIAMENT
PARTY ZONE
MIAMI PROGRAM
1995 BUDGET ESTIMATE**

June 21, 1995

INITIAL BUDGET ESTIMATE

Materials and Vehicles

\$43,400

Vehicles - \$2650
(based on rental of 1 support vehicle,
for 5 weeks, insurance, gasoline, and
delivery/ drop- off charges)

Wristbands - \$750
(300/event x 20 events)

Premiums - \$25,000
2,500 Sunglass retainers
500 Beach towels
1000 Fanny packs
500 Back packs
500 Brass key chains

Postcard/Photo Technology - \$15,000

Sampling Services/Party Patrol

\$19,400

(includes five weeks of sampling,
team training, labor/work crew
and market supervisors, sampling
agency fee/expenses)

Team Expenses

\$4,000

(includes lodging, travel and
per diem for teams, managers and
supervisors, hiring costs and miscellaneous
expenses)

Sponsorship Fund

\$ 20,000

(includes DJ/band sponsorships,
club sponsorships and discount offers
- to be used on an "as needed"
basis)

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Video Recap (includes pre-production - one, three-day shoots - crew travel and expenses and post-production - scripting, editing, etc.)	\$7,500
Warehousing and Fulfillment (includes handling and storage charges for all program merchandise and central and in-market warehouse facilities)	\$4,850
Miscellaneous Related Expenses (includes anticipated agency out-of-pocket expenses - telephone, fax, insurance certificate costs [from third parties], miscellaneous shipping, printing, artwork supplies, postage, overnight delivery and agency travel to New York for meetings and periodic market checks)	\$48,000
Management Fee (includes: <ul style="list-style-type: none">- Site Visits- Venue Selection and Negotiation- Pre- and On-Site Management and Execution- Retail Execution in Eight Markets- Video Production Management- Artwork and Keylines- Materials Development and Procurement- Post-Event Administration- Follow-Up Reporting/Evaluation)	\$40,000
TOTAL	\$187,150

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